

SEP 23 1921

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WESTERN HEARTS

Photoplay in five reels.

Story and continuity by Cliff Smith  
and Alvin J. Neitz

Directed by Cliff Smith

Author of the United States

SEP 23 1921

CLIFF SMITH  
PRODUCTIONS

©CIL 16987

*Present*

# "WESTERN HEARTS"

*With*

Art Staton and Josie Sedgwick  
Heading an All Star Cast

*Directed by*  
**Cliff Smith**

Five Reels Full of  
Action, Thrill  
and Suspense

The First of a  
Series of Eight  
Western Dramas  
Starring  
**Pete Morrison**

Distributed by **ASSOCIATED**  
PHOTO-PLAYS  
INC.



NEW YORK  
25 WEST 45<sup>TH</sup> STREET  
TELEPHONE BRYANT 8513

LOS ANGELES  
412 WEST SIXTH STREET  
TELEPHONE 61173



## LOBBY PHOTOS

Lobby photos when properly placed attract attention. They are one of the best advertising mediums known to the film industry. You can secure these reproductions from your exchange at a nominal cost. There are eight

11 x 14 photos and two 22 x 28 photos. You can get your local stores to co-operate with you and place these pictures in the windows weeks before you play the feature. They are an ornament wherever placed.



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# STORY of the PICTURE

## WESTERN HEARTS

**R**OBERT CALDWELL, a wealthy Easterner, broken down in health, is advised by his physician to seek the pure air of the open country. His daughter, Edith, persuades him to go west. There the two settle down until the financier is able to return to his work.

While in the west Edith wins the admiration of Jack Manning, a cowboy employed on the Adams ranch. This friendship ripens into a true love and the couple spend many happy days on the peaceful ranch. Prior to the arrival of Edith, the cowboy had been loved by Grace Adams, daughter of the owner of the ranch. While Jack strained every effort to please Grace, he refused to accept her as anything more than a friend. The western girl, conscious of the love between Jack and Edith, did not give up hope. Instead she redoubled her efforts to win him.

Meanwhile, Pete, another ranch hand, had vainly sought to win the hand of Grace. One day, while walking leisurely around the ranch, Grace is aghast to discover Pete ransacking a bag of mail destined for the cowboys. She silently looks on as Pete, unsuspecting, tears open the letters and appropriates the money enclosed. Grace teasingly approaches Pete, who, in a moment of weakness, confesses that he has been stealing funds of the ranch hands for some time.

She finally assents to Pete's pleadings that she remain silent, on condition that he aid her in separating Jack and Edith. Although himself in love with Grace and cognizant of the fact that the latter loves Jack, the cowardly Pete, fearing his own undoing, readily consents.

In time Caldwell has sufficiently recovered to return to New York. Meanwhile, Jack and Edith have become engaged. Before leaving, Mr. Caldwell decides to purchase the ranch from Adams. It is agreed that no changes are to be made in the personnel connected. Delighted over the prospect of another visit to the ranch, Edith pictures a life of real happiness with Jack in God's own country. Prior to her departure for New York she agrees with Jack that they write to each other daily. The departure of the Easterners is welcomed by Grace, who hopes that in the absence of Edith she may succeed in winning the admiration of Jack.

Days pass and Edith arrives home. She enters a boarding school. Meanwhile Jack, realizing that he is dearly in love with Edith, writes her daily. She, too, though miles away, is thinking of him constantly. Neither receive any letters, for they are intercepted by Pete and Grace. Although disappointed and disgusted, Jack makes every effort to discourage the determined and love-sick Grace. Days turn into weeks and weeks into months and still Jack receives no letter from Edith, who is unable to understand her own failure to receive mail from him.

Jack, although refusing to be convinced by the jealous Grace that Edith has forgotten him, quits the ranch. Grace strains every effort to persuade him to return, but in vain, and finally she secretly marries Pete Marcel, who later being discharged from the ranch, joins a band of rustlers whose headquarters are in the hills. Grace remains on the ranch.

Seeking to forget, Jack joins the Government Rangers. The countryside is terrorized by the rustlers who, under

cover of darkness, have carried out bold raids on the surrounding ranches. The ranch owners, determined to put an end to rustling, organize their forces, but in spite of this concerted effort the cattle thievery continues, and increases in boldness with the lapse of time.

With the termination of the school year, Edith and her father return to the ranch, and are surprised at being told that Jack had left months before. Unable to fathom the feeling of suspicion that is aroused by the story of Grace, Edith determines to keep close surveillance on the girl. That evening a raid is made on the Adams ranch. The theft is discovered the following morning and an appeal is made to the Government authorities.

Through a peculiar turn of Fate, Jack is assigned to the case. He is surprised to meet Edith again. A happy reconciliation follows with Jack determined to run down the thieves and recover the cattle. He sets out to ascertain the whereabouts of the rustlers. While riding the range, he discovers a chasm that arouses his suspicion. An inspection is being made when the rustlers suddenly come upon him and take him prisoner. The horse, frightened by the fight that results from the unexpected appearance of the rustlers and the subsequent capture of the rangers, returns to the Adams ranch.

The arrival of the horse minus the rider arouses the suspicions of Edith and the ranch hands, who organize a posse to locate the ranger. Edith accompanies the posse, led by Jack's horse.

Meanwhile, Jack, to his astonishment, discovers that one of his captors and the apparent leader of the rustlers, is none other than Pete Marcel. Jack manages to loosen the bonds that hold him, and is detected by Pete. A desperate fight follows during which Jack is shot. Though wounded, Jack redoubles his efforts and conquers his assailant. They both drop from exhaustion just as the posse arrives. Edith rushes to Jack's side and is relieved on being told that the wound was slight. Confronted by the ranger, Pete confesses being the head of the rustlers and also discloses the fact that he had intercepted the letters sent by Edith and Jack.

Jack once more returns to the ranch and soon recovers from his wound. Realizing their great love for each other, Edith decides to remain in the west permanently, and when Jack asks the "old question" she smilingly consents.

### Cast of Characters

Edith Caldwell .....	Josie Sedgwick
Jack Manning .....	Art Staton
Pete Marcel .....	Floyd Talifarro
Grace Adams .....	Hazel Hart
George Adams .....	Edward Moncrief
Robert Caldwell .....	Bert Wilson

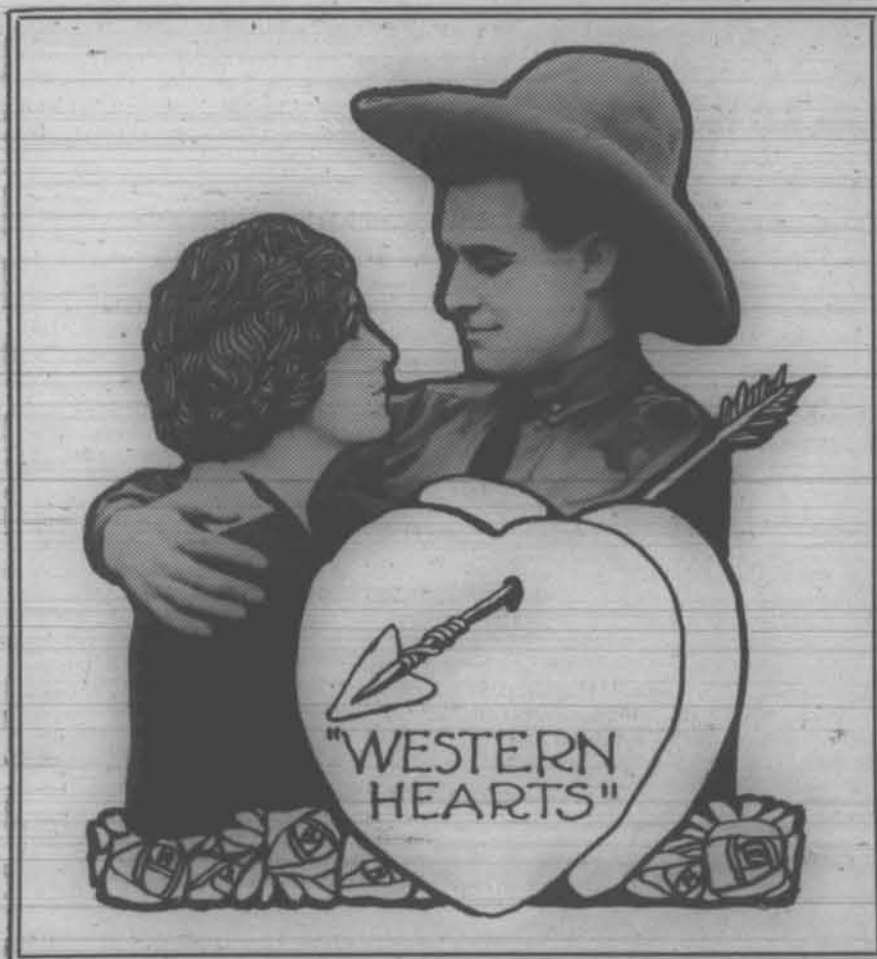
Directed by Cliff Smith

Photographed by Frank Cotner

Story and continuity by Cliff Smith and Alvin J. Nietz.



## PUBLICITY



### MOONSHINE HUNTERS MAKE ATTACK ON GROUP OF ACTORS

Revenue Men Scent Trouble as "Western Hearts" is Filmed in Bad Territory in the West.

Cliff Smith, producer of "Western Hearts," the feature attraction at the Theatre for ..... sent Josie Sedgwick, Art Staton and his company far into the hills for exteriors. In one of the big scenes, the script called for smoke to come from a hole that led to an underground passage.

Everything was set and the property boys made the fire roar as directed. Staton and his company were lowering one another into the smoke filled opening and Miss Sedgwick waited their appearance at the bottom of the cave.

"Camera," called Mr. Smith. No sooner had the cranks been started when six men with their Winchesters drawn made their appearance. The leader of the gang soon made known his request. "We've been on your trail a long, long time," he said, "and now we know where all of this moonshine is coming from." Explanations would not go and it was necessary to allow the six men to descend into the cave and allow Miss Sedgwick to prove to them that if there

was any moonshine in the country, the company did not know of it. The revenue men remained as Mr. Smith's guests for two days.

### "WESTERN HEARTS" BIG PICTURE WITH A PUNCH

"Western Hearts," the western drama that occupies the screen at the Theatre for ..... days, is a picture that is bound to please. Cliff Smith, who produced the picture, aided by Art Staton and Josie Sedgwick is a trio that is hard to beat and the manner in which they put over the punch convinces one that nature's own settings are the best amphitheatre to film a story of the great out doors.

### MODERN LOVE DEPICTED IN "WESTERN HEARTS"

Cowboys and cowgirls and some of the best horses ever seen in a western drama are seen galore in the picturization of "Western Hearts," which is the attraction at the Theatre for ..... Those who remember Buffalo Bill and his sweetheart of the plains will have a pleasant awakening when they see how the modern cowgirl and cowboys make love in "Western Hearts."

### DYNAMITE AND CREW OF MEN MAKE CAVE TO SUIT DRAMA

Offering at the ..... Theatre Shows Life of the West Intermingled with Love and Suspense.

In order to secure a proper cave to be used as a setting in "Western Hearts," the photo drama offered at the Theatre for ..... Cliff Smith sent five location men into the great woods of the west. This film, which co-stars Art Staton and Josie Sedgwick, is erected upon a story that fits the young and old for it grips and thrills.

Two weeks were consumed in obtaining the proper background for the picture. The working script called for a cave fifty feet deep and must have an opening by which the men who were to raid the place could lower themselves into the den of the rustlers.

Such a cave that fitted the interior description was found but no opening. Smith personally went to the location and after a short observation said the cave would do. He sent for twenty pounds of dynamite and aided with a crew of men, soon had the cave just to his liking.

### PET DOG CAUSES RIOT IN PRODUCTION OF FILM

Art Staton and Josie Sedgwick, co-stars of Cliff Smith's latest production, "Western Hearts," had a narrow escape from serious injury during the filming of the western offering. During the "shooting" of one of the scenes, Miss Sedgwick is being beaten, and her pet wolf hound saw what was going on and went to her rescue. Before he was called off, both Miss Sedgwick and Mr. Staton were cut and scratched and Mr. Smith was forced to seek shelter until other clothes were brought him.



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# EXPLOITATION

"Western Hearts," the spectacular western production extraordinary distributed by Associated Photoplays, Inc., is the type of feature that invites as well as inspires exploitation along original and "box office" lines.

While below are appended a number of practical suggestions for the exploitation of this super-production, the exhibitor himself can, after seeing the picture, gather enough material and hints from the review to formulate his own campaign to conform with local atmosphere.

The story told in "Western Hearts" is one that appeals to no particular class, but, on the contrary, is one of those few screen entertainments that is dedicated to and will please the masses. The story will appeal most strongly to women, but the male enthusiasts will find ample good to satisfy their appetite for excitement and realism.

The good showman before screening this picture will make a careful study of it from exploitation angles, for only through proper and common-sense exploitation can any exhibitor acquire the maximum from any production.

"Western Hearts" is no exception. It is the type of picture that, once you attract your patrons into the theatre, will entertain them and inspire them to talk to their neighbors. But the problem is: Get them in. Do not wait for them to come. Reach them in the homes, on the streets and in the stores, etc. But let them know that you are showing the picture. Do not keep it a secret.

The exploitation possibilities of "Western Hearts" are many, but you can elaborate and multiply on the suggestions outlined on this page, if you will properly study the picture.

## EXPLOITATION STUNT NO. 1 FIRST AID TO THE INJURED

A new method of first aid is disclosed in "Western Hearts." Capitalize on this fact: Mr. Exhibitor. There are hundreds of apothecaries and medical accessories stores in your city. Communicate with them and outline to them a co-operative campaign. They are practical business men and a tieup that will give you representation in their window will be of mutual benefit. Get them to dress up their windows. Furnish them with cards announcing the engagement of "Western Hearts" and explaining briefly, but concisely, the new "first aid method," making mention of the fact that "for complete details one must see 'Western Hearts,'" at the ..... Theatre.

## EXPLOITATION STUNT NO. 2

The title, "Western Hearts," lends itself to exploitation. Confectionery stores will co-operate with you to the extent of using your artistic display in conjunction with their merchandise and showing it in their windows. In a prominent place in the window, display the sign with the following reading matter on it: "Candy will win 'Western Hearts,'" and make a brief announcement of the engagement at your theatre.

## EXPLOITATION STUNT NO. 3

The posters on "Western Hearts," which are illustrated elsewhere in this campaign book, are artistic and magnetic. From these the enterprising exhibitor can make his own cutouts. These can be used not only to dress up your lobby, but also for the purpose of attracting attention in all parts of your city or town by placing them in proper locations.

## EXPLOITATION STUNT NO. 4

Local horsemanship should be encouraged. Co-operate with the riding-school masters in your city or town. A contest can be arranged previous to the showing and three prizes awarded to the winners. The prizes can be: First, ten tickets, second, six tickets, and third, three tickets.

## EXPLOITATION STUNT NO. 5

A horse mounted by the Government Ranger who plays an important part in "Western Hearts" is a conspicuous actor, and is responsible for the running down of the band of thieves. You can capitalize on this fact by getting the co-operation of your local Society for the Prevention of Cruelty to Animals. You can arrange an educational advertising campaign and by arranging a special showing, you can secure the endorsement of this organization. These organizations are usually financed and supported by representative citizens and an endorsement from the society virtually means an endorsement from the leading men and women of your city. This endorsement you can use to splendid advantage in all your advertising copy.

## EXPLOITATION STUNT NO. 6

If you want to learn how to ride, follow Josie Sedgwick and Art Staton as they travel through "Western Hearts."

Have this caption made and placed in the lobby of your theatre. Surround it with all the stills showing action and heart throbs.

## EXPLOITATION STUNT NO. 7

A new way to make love is found by the boy and girl of the plains in "Western Hearts." Make this caption and have a series of stories written for your newspaper.

## EXPLOITATION STUNT NO. 8

Buffalo Bill behind the times in modern marriage. See to it that this phrase is written somewhere in your lobby and under it say: For further details see "Western Hearts."

"Western Hearts" is a picture that has its natural talking and exploitation points.

In the first place, it was filmed in a country into which the eagle eye of the camera made new explorations. The co-stars—Josie Sedgwick and Art Staton—are not newcomers to the land of real western melodramas. They have been tried before and their "box office value" proven time after time.

The director, Cliff Smith, is a man whose name has been affiliated with many screen successes. A man who will spend money, but who demands a one hundred per cent reflection upon the screen. In his latest successes he surpasses his past box office value.

The story is not one of those impossible yarns spun into footage just to reap the harvest of coin. It is a story true to life, moulded into fiction form with its sensations and heart throbs as well as its unpleasant situations and disappointments. It is a real, honest-to-goodness story with a punch in every foot, made into a film that is bound to go over with a bang.

Taken all in all, "Western Hearts" should prove a sensation for your patrons. We have done our best in giving you a picture of which we are duly proud and ask you to go forth and battle with the implements we have afforded you in a practical manner in this press book.

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# PROGRAM PUBLICITY

## "WESTERN HEARTS" A FILM THAT REEKS WITH THRILLS

Cliff Smith, Who Produced It, Toured the Country to Get  
Players for Big Parts

Cliff Smith, who directed "Western Hearts," the thrilling western with Art Staton and Josie Sedgwick, brings to the screen a picture full of pathos, love and emotion mingled with plenty of action of the great outdoors. Mr. Smith is qualified to wield the megaphone in this class of production. For many years he was a student of nature and camped among the hills and compelled nature to feed him.

"Western Hearts" was a story that fitted him to a T and he decided to make it. Getting players to fill the parts was an unknown task. After several weeks of casting, his eyes fell upon pretty Josie Sedgwick, who already had made her mark in the picture world, and he cast her for the main part. To work side by side with her, Mr. Smith scoured the country and finally settled upon Art Staton to fill the part.

The trio of Staton and Sedgwick linked with Smith is hard to beat, and the combination has proven its box office value by giving to the world a picture that is different and intensely interesting.

Besides giving you a picture that is bound to attract, this press book tells you how to pack your theatre in a practical way. In the first place there is a lobby that is noted for its splendor of setting and depth of action. The paper consisting of a one-sheet, three-sheet; a six-sheet, all picked to suit the individual wants of both the first run and smaller theatre. Advertise and advertise. We have done our bit by drafting ads. that are bound to attract. We present herewith one two-col. and one one-col. cut which you can use to great advantage. Besides all of this, there are slides for announcement purposes. Order these and make your box office attendant work overtime.

## CATCH LINES

*Watch the Postman and Learn Your Love.*

*The Letters that Never Came Through.*

*A Female who dares a Male to Rob the Mail.*

*A Fight to the Finish for the Real Girl.*

*A Love-story of Old told in a Twentieth-century Way.*

*Sweets and Meats Depress her—Love and Care thrill her.*

*Love turned to Scorn and the Return of her first Dreams.*

*From Horseback to Auto to snatch a Kiss.*

## WHAT YOU WILL SEE IN THE PICTURE

A fight scene that has as its background nature's own amphitheatre and the fighters, one fighting for his liberty and the other to prove his old cherished love.

Scenery that will bring one back to the Buffalo Bill days and yearn for more of action and thrills.

Horses that would do an Arabian proud, and riders that would find a place in the best of contests.

Love that was lasting in spite of incident after incident that almost made girlhood dreams a myth.

A rescue that will make you grip your seat and almost pat the hero on his back.

Country that a horse could hardly pass fade into the background in leaps and bounds.

The log cabins that one loves to dream about set in the great woods and protected by God's own hand.

A boy and girl who love but who will not be convinced of their sincerity until ample proof shows the way.

A leap from a horse to a whirling auto for a good-bye kiss.

A fight after a trip through a smoke-filled chimney between a cad and a real He-Man.

The "cattish" manner in which school girls torment the charm and adoration of a girl really in love.

New manner of making love—via the long lost trail.

The wisdom of a "grandmother" but the thoughts and actions of a real American Beauty leads a fair girl to her altar of love and happiness.

An old tale told in modern fashion.

He loved, but he did not allow his adoration to swerve him from his duty to his Country.

Many a girl who received no answer to her love letters would have turned her boyhood lover down—but a new girl is born with this picture who believes in HUMANITY.

## NEWSPAPER ADVERTISING



### "WESTERN HEARTS"

FEATURING  
ART STANTON AND JOSIE SEDGWICK

The long pathway between a boarding school and the ranch on the plains separated them

*but*

They loved, and after reels of action the couple overcome all obstacles and live for one another.

(TWO COLUMN CUT)



### "WESTERN HEARTS"

FEATURING  
ART STANTON AND JOSIE SEDGWICK

A Vamp and an Angel fight for the love of a real man.

Their methods amuse, scorn and excite you in the five reels of heart throbbing action.

(ONE COLUMN CUT)



## THE POSTERS

**T**HE posters are the best available, being made especially for this production by the Ritchey Lithograph Corp. They are designed so as to attract the most attention wherever placed. There is a one, three and six sheet, and each one if properly posted will bring the fans to your theatre. Do not be afraid to bill the town to capacity. Advertising pays.

Six Sheet

CLIFF SMITH PRODUCTIONS  
**"WESTERN HEARTS"**  
 FEATURING  
 ART STATON AND JOSIE SEDGWICK  
 CLIFF SMITH  
 DIRECTOR

CLIFF SMITH PRODUCTIONS  
**"WESTERN HEARTS"**  
 FEATURING  
 ART STATON AND JOSIE SEDGWICK  
 CLIFF SMITH  
 DIRECTOR

One Sheet

CLIFF SMITH PRODUCTIONS  
**"WESTERN HEARTS"**  
 FEATURING  
 ART STATON AND JOSIE SEDGWICK  
 CLIFF SMITH  
 DIRECTOR

Three Sheet

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